

Atari to sue makers of porn video games

SUNNYVALE, Calif. (UPI) — Atari Inc., the leading manufacturer of home video games, will seek legal action to block the sale and distribution of pornographic video games that plug into its system, the company said Friday.

In one game, "Custer's Revènge," the general is nude except for boots and hat. The object is to mate the general with a captive and naked Indian maiden as many times as possible without being hit by an electronic arrow.

In another game called "Bachelor Party" players try to help a bachelor escape from rows of women, and a third game, "Beat 'Em and Eat 'Em," deals with a "local leading lady" and a soda-slinger.

The games are to be manufactured by America Multiple Industries in Los Angeles, and distributed by Mystique Retailing. They should be on the market within two weeks.

"We want to make clear to the public that we are in no manner responsible for the creation, production or sale of the recent so-called pornographic game cartridges, which are being advertised as compatible with the Atari Video Computer System," said Michael Moone, president of Atari's consumer electronics division.

"Atari, like the general public, is outraged by this conduct and we are taking the initiative by filing this suit," he said.

He said Atari technology was designed for "wholesome" family entertainment.

Stewart Kesten, president of American Multiple, called Atari's action "a compliment in a way."

"Here we are, a little company, brand-new in this industry, and we're already attracting a lot of attention from someone as big as Atari," he said.